Exhibit C:
TENTATIVE SPRING SCHEDULE
ASSUMES A LATE FEBUARY "PRESS DATE"
Prepared by Mike Stone and Peter Warshall

October 15 (approximately); Meetings with Kris and Quincey to determine possibilities of Tompkins financing. If Chile trip is absolutely necessary, the one or two persons go to Chile.

IF START-UP POSSIBLE:

As soon as possible: Editor and Acquistions editor (David B.) signs Authorization for Services. Begin to obtain books that we know we will review. Editorial director hires art director and templates and size and stock for first issue determined.

November (early): Authorization for Services signed for downsized staff (or, if four issues assured, then contracts signed).
November (mid): Location for production for single issue confirmed (somewhere in Bay Area for first issue).
November 30 or first week of December: Large Postcard with date of publications and plea for renewals for subscribers is completed.

January (early): Completion of editing and beginning of production. Any classifieds and ads and inserts due.

February (early-to-mid): ship cover. Write and format small outreach mailing to subscribers needing renewal.
February (mid): complete production, ship to printer. Send small outreach mailer to printer.

Ten days later (end of February, first week March): bluelines returned to WER. Same day in and out.

Three days later: Issue go to press.

March (early): advance copies to WER and mailing of subscription renewal reminders -- perhaps for all subscribers lost (the "small outreach" scenario).
March (mid): copies due to eastern distributor
March (end or early April): on-sale at newsstands.

NOTE ADDED BY PETER WARSHALL: Given recent events (including early November retreat), this schedule should be moved up two weeks. The intervention of Thanksgiving and Christmas make start-up difficult. Depending on October 21 Board meeting, the whole schedule may be moved again.